

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Adelstein & Associates**  
**222 West Ontario Street**  
**Chicago, IL 60610**

<u>Contract / Revision</u> 577422 /		<u>Alt Order #</u> 09826745
<u>Product</u> TAMMY BALDWIN/3253		
<u>Contract Dates</u> 09/24/12 - 09/30/12	<u>Estimate #</u> 3253	
<u>Advertiser</u> Women Vote		<u>Original Date / Revision</u> 09/24/12 / 09/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Ryan Anzalone	<u>Sales Office</u> Chicago-Millenn
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 150.40
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	09/24/12	09/28/12	M-F 5a-530a	5a-530a		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$700.00	0.00			
N 2	6	09/24/12	09/28/12	M-F 6a-7a	6a-7a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				1	\$1,900.00	5.00			
N 3	6	09/24/12	09/28/12	M-F 7a-8a	7a-8a		:30				NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				1	\$1,900.00	5.00			
N 4	6	09/24/12	09/28/12	M-F 9a-10a	9a-10a		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$500.00	2.50			
N 5	6	09/24/12	09/28/12	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$350.00	2.00			
N 6	6	09/24/12	09/28/12	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				3	\$400.00	2.00			
N 7	6	09/24/12	09/28/12	M-F 2p-3p	2p-3p		:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--				6	\$150.00	1.60			
N 8	6	09/24/12	09/28/12	M-F 3p-330p	3p-330p		:30				NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$185.00	1.50			
N 9	6	09/24/12	09/28/12	M-F 330p-4p	330p-4p		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$200.00	1.60			
N 10	6	09/24/12	09/28/12	M-F 4p-430p	4p-430p		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$325.00	2.10			
N 11	6	09/24/12	09/28/12	M-F 430p-5p	430p-5p		:30				NM	3	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$385.00	2.30			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Milwaukee, WI 53209-1297  
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<u>Contract / Revision</u> 577422 /		<u>Alt Order #</u> 09826745
<u>Contract Dates</u> 09/24/12 - 09/30/12	<u>Product</u> TAMMY BALDWIN/3253	<u>Estimate #</u> 3253
<u>Advertiser</u> Women Vote		<u>Original Date / Revision</u> 09/24/12 / 09/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	6	09/24/12	09/28/12	M-F 630p-7p	630p-7p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$600.00	3.00			
N 13	6	09/24/12	09/28/12	M-F 10p-1035p	10p-1035p		:30				NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$1,600.00	6.50			
N 14	6	09/24/12	09/28/12	M-F 1035p-1105p	1035p-1105p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$700.00	4.00			
N 15	6	09/24/12	09/28/12	M-F 1105p-1135p	1105p-1135p		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$500.00	2.00			
N 16	6	09/24/12	09/28/12	M-F 1135p-1205a	1135p-1205a		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				3	\$300.00	1.50			
N 17	6	09/26/12	09/26/12	X Factor Wednesday	7p-9p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----				1	\$2,000.00	8.00			
N 18	6	09/29/12	09/29/12	Sa 7a-8a	7a-8a		:30				NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$335.00	1.80			
N 19	6	09/29/12	09/29/12	Sa 8a-9a	8a-9a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$400.00	2.10			
N 20	6	09/29/12	09/29/12	Sa 6p News	6-630p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$550.00	2.10			
N 21	6	09/29/12	09/29/12	1035p-1135p	1035p-1135p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$350.00	1.80			
N 22	6	09/30/12	09/30/12	Su 7a-8a	7a-8a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$400.00	2.00			
N 23	6	09/30/12	09/30/12	Su 8a-9a	8a-9a		:30				NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$435.00	2.00			
N 24	6	09/30/12	09/30/12	Su 9p-930p	9p-930p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$2,000.00	6.00			
N 25	6	09/30/12	09/30/12	Su 930p-10p	930p-10p		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$2,000.00	6.00			
N 26	6	09/30/12	09/30/12	Fox 6 Blitz	1035p-1105p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$900.00	6.00			
<b>Totals</b>										150.40		57	\$34,305.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	57	\$34,305.00	\$29,159.25
<b>Totals</b>	57	\$34,305.00	\$29,159.25

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<u>Contract / Revision</u>	<u>Alt Order #</u>
577422 /	09826745

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/24/12 - 09/30/12	TAMMY BALDWIN/3253	3253

<u>Advertiser</u>	<u>Original Date / Revision</u>
Women Vote	09/24/12 / 09/24/12

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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NAB Form PB-17 Issues

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Dennis Haggerty  
do hereby request station time concerning the following issue;

<u>Jimmy Baldwin For Senate</u>
---------------------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: \_\_\_\_\_

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

*Jimmy Baldwin for Senate*

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

*Women Vote*

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

*Treasurer - Stephanie Schriock*

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

*8/14/2012*  
Date

*[Signature]*  
Signature

*312-787-3322*  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

P.01/01

TOTAL P.01

24301

**ADELSTEINILISTON**  
222 WEST ONTARIO STREET, SUITE 600  
CHICAGO, ILLINOIS 60654

**THE PRIVATE BANK**  
120 SOUTH LA SALLE STREET • CHICAGO, ILLINOIS 60603  
2-648-710

 **ATM** Automatic Teller Machine

9/24/2012

PAY TO THE  
ORDER OF

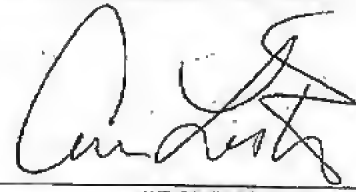
WITI-TV

\$ \*\*29,159.25

Twenty-Nine Thousand One Hundred Fifty-Nine and 25/100\*\*\*\*\*

DOLLARS

WITI-TV



AUTHORIZED SIGNATURE

MEMO

Women Vote est 3253

⑈024301⑈ ⑆071006486⑆ 116908⑈

ADELSTEINILISTON

WITI-TV

24301

Women Vote est 3253

9/24/2012

29,159.25

Chk Account Adelstei Women Vote est 3253

29,159.25

SEP-24-2012 04:12